

1-7-2008 New NCAA Media

1 (File: 20080107mwm)

2 JOSH CENTOR: Well, it's 2008. And we have seen some
3 pretty significant changes in the way NCAA delivers news.

4 The NCAA launched Champion Magazine and has moved the
5 NCAA news from the print version to a more daily, online
6 version.

7 Dr. Brand, why are we taking advantage of new media in
8 this regard?

9 DR. MYLES BRAND: The world is changing, and all your
10 listeners know that. New media opportunities, new digital
11 communication is clearly the road to the future. And while
12 the NCAA may not always be on the cutting edge of this, we
13 certainly have to be attuned to the way our fans and others
14 who are interested in the NCAA get their news, get their
15 information.

16 So we've gone digital in terms of our daily news.
17 We're not only going to go digital with our paper, but also
18 we're going to be able to present it day by day. I think
19 that's absolutely terrific. And people will have up-to-date
20 information as well.

21 But we're also starting something very different.
22 We're starting a Champion Magazine. It'll be a quarterly
23 magazine. And what it's really going to do is tell the
24 stories of student-athletes and others in intercollegiate
25 athletics in a way that we haven't been able to do before --

1 certainly in pictures, and it'll be a very attractive
2 magazine, but most importantly, it'll give us a chance to tell
3 about the people. And I'm really looking forward to that
4 becoming a common event.

5 JOSH CENTOR: Under the leadership of David Pickle and
6 Gary Brown, the publishing staff has really been progressive
7 here, and we talked about the daily content that's going to be
8 out there. You've got to be excited about the fact that we're
9 going to be able to offer more in depth things for our
10 membership, for the fans out there talking audio files, video
11 clips, that compliment things in Champion Magazine and some of
12 the articles that appear online.

13 DR. MYLES BRAND: That's right. People are
14 communicating, listening, and learning in various new ways and
15 we have to be attuned to that. I think we'll have up to the
16 minute news available. Our web site is going to improve as
17 well. I think there's an opportunity to listen, to see, to
18 read, that hasn't been there before. And even, more
19 importantly, we're going to be able to do it instantaneously,
20 day by day. And so that news will be out there in the hands
21 of our viewers and our listeners in a way that hasn't been
22 true in the past.

23 JOSH CENTOR: And you have been quite progressive and
24 the first person to found an NCAA blog. And we have the
25 DoubleAZone for two years. And we're redesigning the

1 DoubleAZone, as well. And that's all about interaction
2 between, you know, the NCAA fans, administrators,
3 student-athletes, et cetera.

4 DR. MYLES BRAND: Oh, that's exactly right.

5 Josh, you've done a great job over the last couple of
6 years running this. I know you have many fans yourself out
7 there. And I read the commentaries, and people are engaged,
8 and that's terrific. And there are great stories being told
9 on the blog as well.

10 But we also need to keep it up-to-date. We need to do
11 it better and respond to the questions and the concerns and
12 the good suggestions of those who participate.

13 So we're moving ahead. We're not going to stand
14 still.

15 JOSH CENTOR: One of the things that I am most excited
16 about with these new advances -- NCAA News Direct. This is a
17 push product that folks can sign up for and get their news in
18 their email box -- just another great advance.

19 DR. MYLES BRAND: Oh, I think that's exactly right.
20 When you wake up in the morning -- I know when I wake up in
21 the morning, I turn on my BlackBerry, and I see what's out
22 there, and now I'll be able to get NCAA News.

23 Certainly I'll ready some of the media accounts and
24 turn on the TV. But now I'll be able to hear it from the
25 NCAA's point of view. What's going on here? What are the

1 controversial issues? What positions are we taking and why?
2 It's a way to communicate more instantaneously than we have in
3 the past, and that is a major step forward.

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25